From:	Amir Elichai <amir@ireporty.com>
To:	Ehud Barak <ehbarak1@gmail.com>
CC:	
Date:	Tue, 4/7/2015 1:35:55 PM
Subject:	Re: 150405_reporty_pr_final.docx

Hi Ehud,

Attached final PR version for public release (according to your comments).

As for the photos, visual content is much more effective and creates good attraction specifically in investment articles.

See some examples:
http://www.geektime.co.il/zebra-medical-raises-8-mm/
http://www.geektime.co.il/via-raises-27-mm/
http://www.geektime.co.il/mycheck-raises-5-million-dollars/
http://www.calcalist.co.il/internet/articles/0,7340,L-3645892,00.html

It is also useful when you re-post the article in the social network (See example attached) - you're getting bigger exposure and bigger space on the feed.

We will speak to Zamir - They recommend to send those pictures and the journalist will pick one or two.

We will send the materials in Monday morning in order to get first PR in Tuesday morning (We are also doing some changes in our website for this).

See you Monday 19:00 for glass raising.

On Mon, Apr 6, 2015 at 9:18 PM, Ehud Barak <ehbarak1@gmail.com> wrote:

> Hi Amir
> Pl find my proposal.
> Check with Zamir D.
> I think you can publicize next Tuesday after the Glass meeting. I'm
> I propose to drop the pictures. The ladies will remain so beautiful by the next PR release as well.
> Monday, Apr 13, 1900, G tower, 4th fl. Raising a glass.
> Best
> EB
>
> Sent from my iPhone

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Regards,

Amir Elichai

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